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AMENDMENTS TO THE SPECIFICATION

Please replace Abstract of the Disclosure, paragraph [0139], with the following amended Abstract of the Disclosure:

[0139] Disclosed herein are a product design process and apparatus for quickly and easily defining an optimal product concept capable of conveying a high degree of customer satisfaction, ~~and for rapidly getting to market with a product having a high degree of market competitiveness~~. In the process associated with an embodiment of the present invention, wants and needs information ~~which has been input~~ is analyzed, and, based on the analyzed wants and needs information, weighting is carried out with respect to evaluation indices which have been previously stored in a storage device and which are quantitative measures of the degree to which the user is likely to perceive a benefit latent in the product under consideration and inherent in the aforesaid wants and needs information to have been achieved, ~~one or more~~ an evaluation index or indices having the highest weighting among a plurality of such weighted evaluation indices is ~~or are~~ selected as a primary evaluation index or indices, and a product design concept or a plurality of product design concepts for which the primary evaluation index or indices so selected is ~~or are~~ a maximum or minimum is ~~or are~~ defined.